



# BAYOU Health Advocate Summit

October 25, 2011



# Agenda

- Who is MAXIMUS
- Who does MAXIMUS serve
- Goals of your Enrollment Broker
- BAYOU Health Roll-out
- BAYOU Health Enrollment Process
- How you can Help



# Who is MAXIMUS?



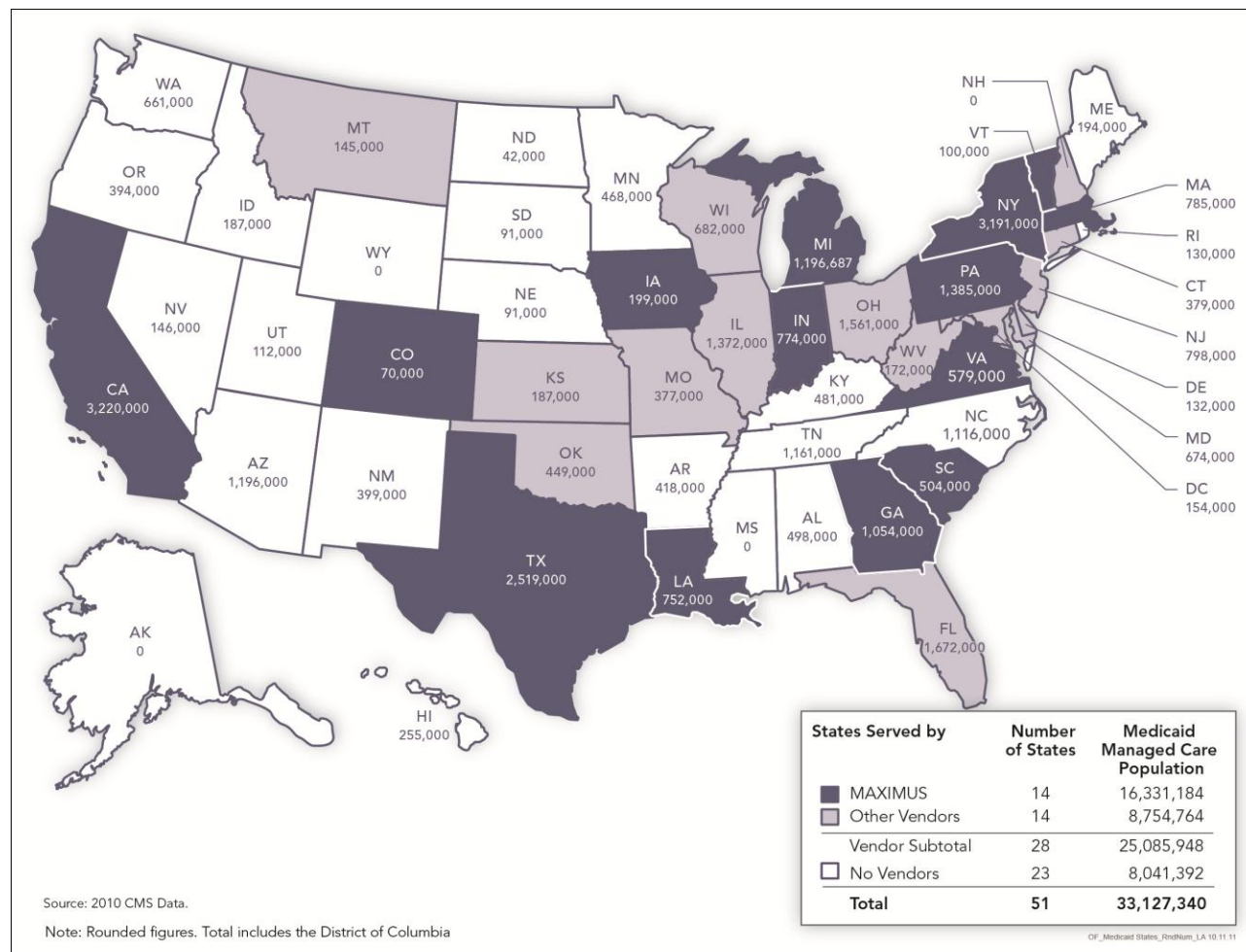
# MAXIMUS Serves Medicaid Beneficiaries

## Medicaid Managed Care Support

- Enrollment Broker in 14 states
- 65% of the managed care enrollment market served by vendors
- Serve 1:2 Medicaid managed care beneficiaries nationally

## Core services

- Outreach, education, health literacy
- Choice counseling & enrollment
- Customer service call center
- Provider directories & management



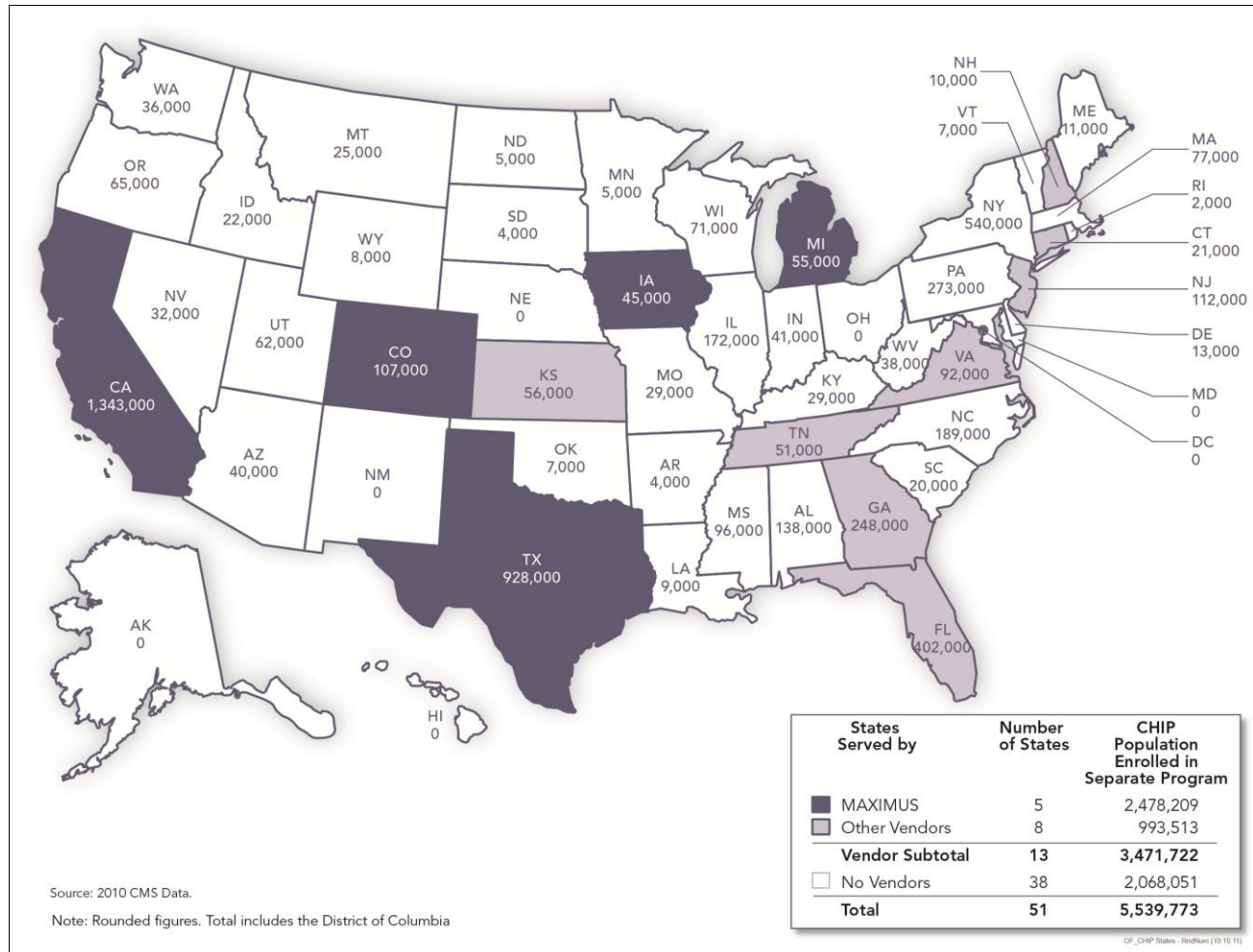
# Health Services – CHIP Eligibility & Enrollment

## CHIP Program Administration

- CHIP provider in 5 states
- 68% of market served by third party administrators

## Core services

- Customer service call center
- Intake, eligibility determination & case maintenance
- Premium billing, payment processing
- Outreach, provider and health plan enrollment, health literacy
- Self-service portals





# A Focus on the Consumer Experience

## All Content Written at the 6th Grade Level

- Plain language writing

## Web Design

- Simple, clear navigation with uncluttered, appealing graphic design
- Compliance with section 508/504 & W3C
- Online help content and assistance functions

## Usability and Community Testing

- Ensures that your health information materials are easy to read, easy to use, and culturally relevant

## Multi-language Support & Translation Services

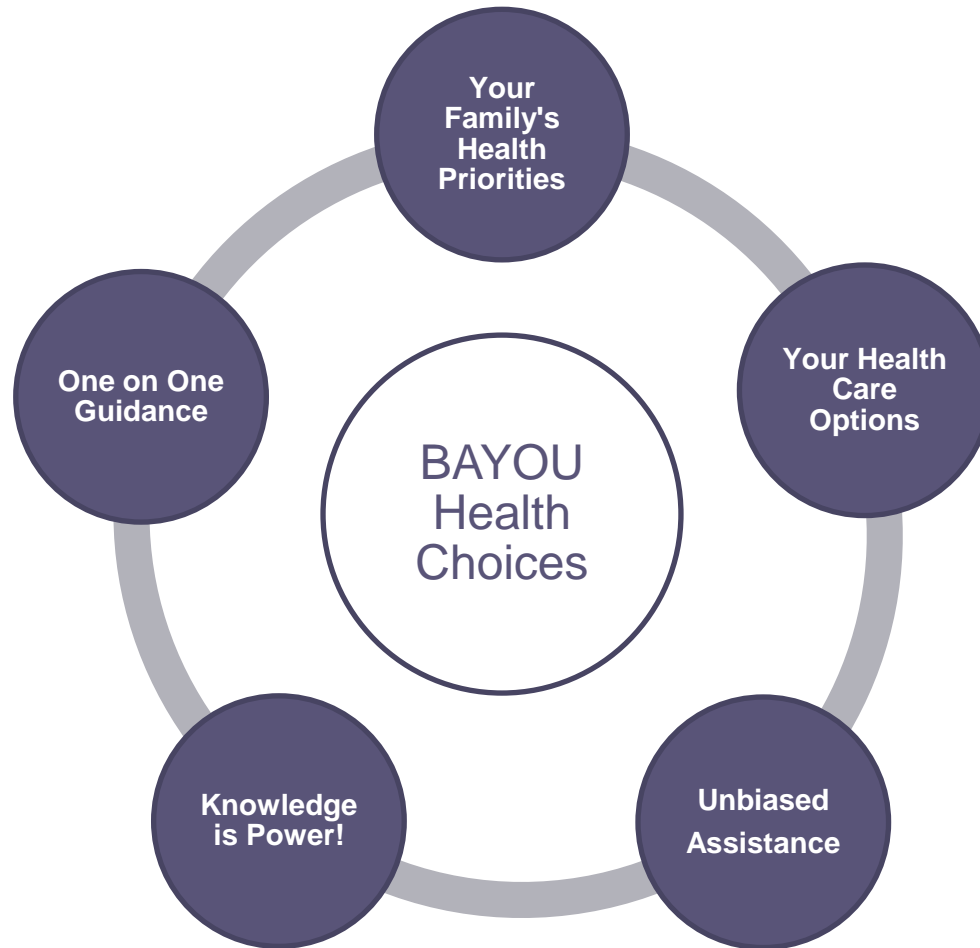
- Translate materials into any language, and adapt translations for readers with limited literacy skills

covering kids & families™ *five guidelines for developing*  
**Customer-Friendly Websites**



# Goals of Your Enrollment Broker

# Goals of BAYOU Health Enrollment Broker





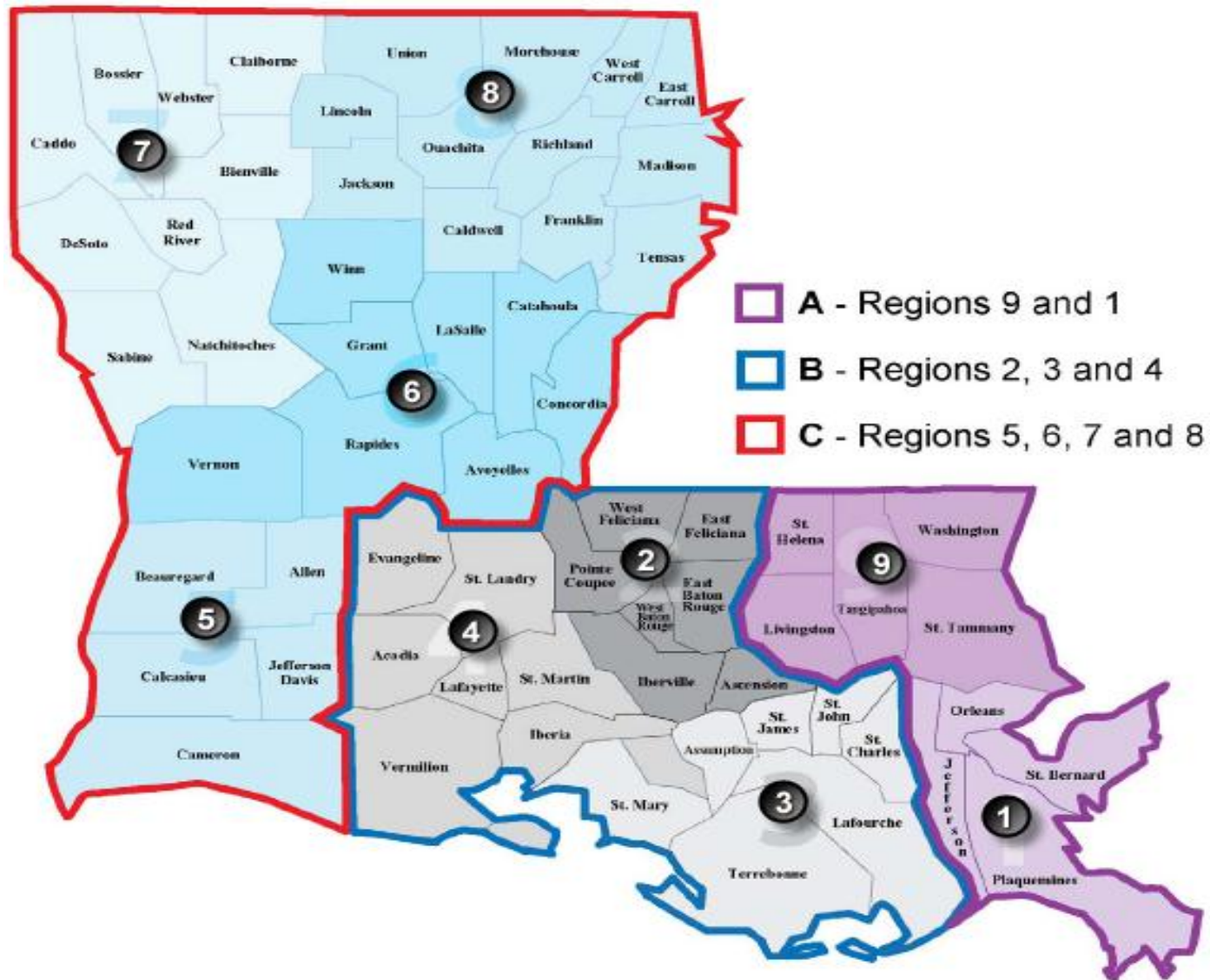
# BAYOU Health Rollout

# BAYOU Health Rollout

**BAYOU Health will be rolled out by Geographical Service Areas in three phases. Information line will open on or before 12/1/11.**

	Begin Taking Enrollments	Effective Date
GSA A – Regions 1 & 9	12/15/11	2/1/12
GSA B – Regions 2, 3, & 4	2/15/12	4/1/12
GSA C – Regions 5, 6, 7, & 8	4/16/12	6/1/12

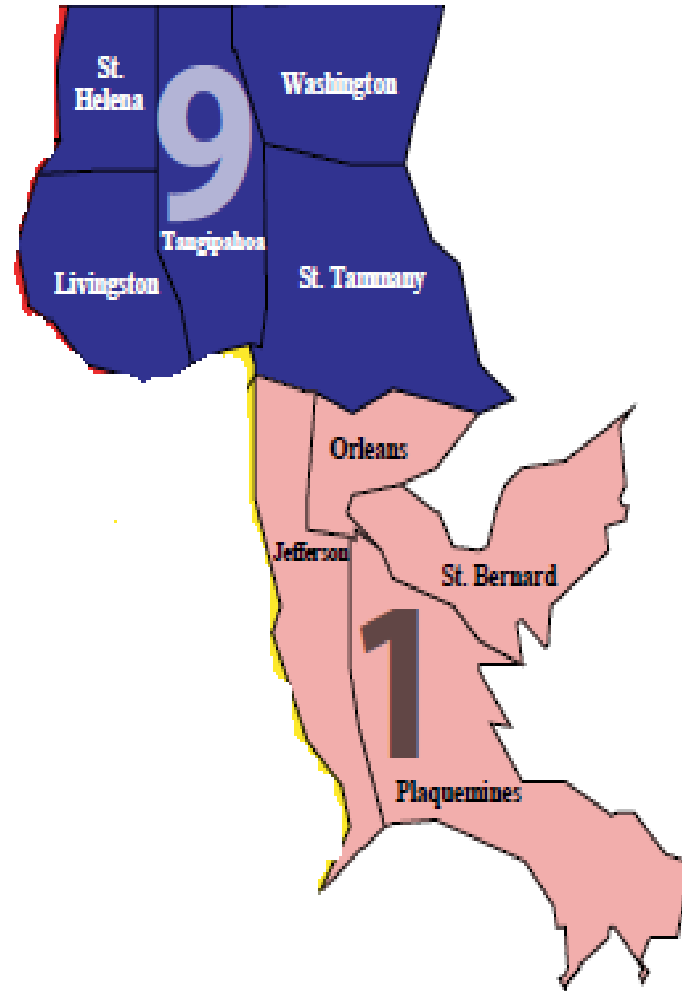
# BAYOU Health Rollout



# BAYOU Health Rollout

## Phase I

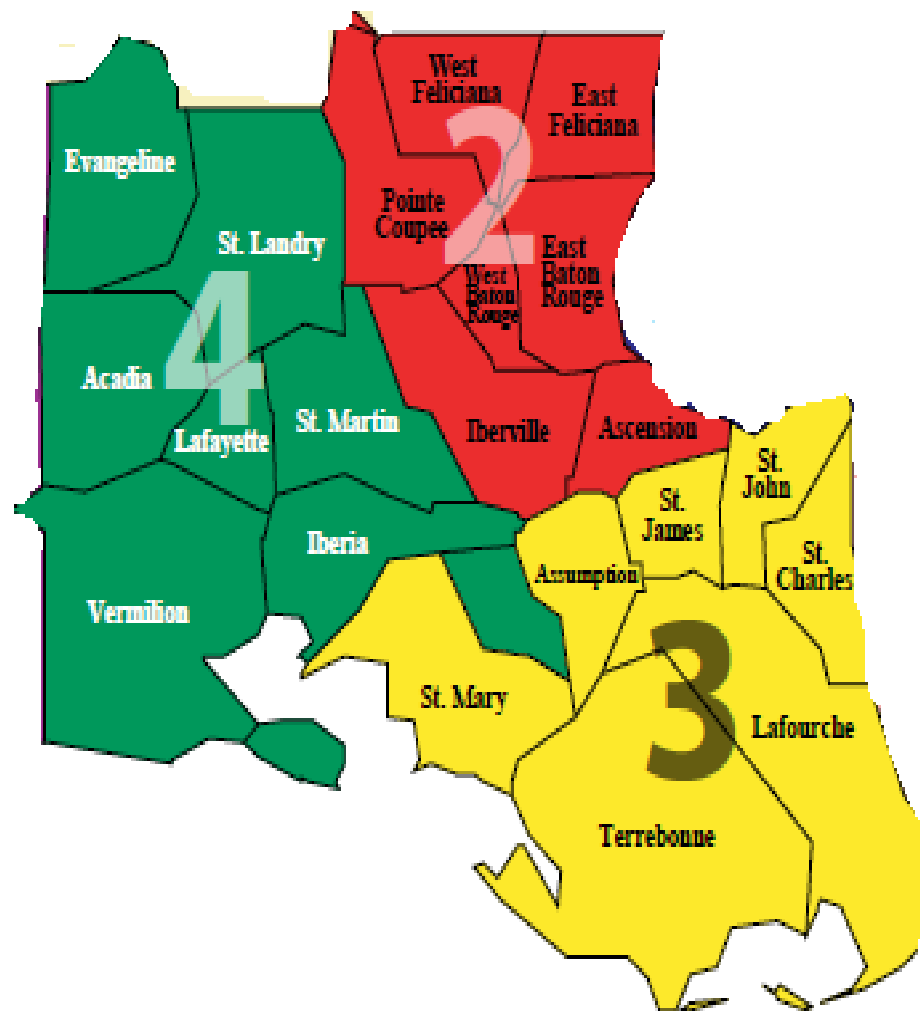
<b>12/01/11</b>	BAYOU Health Information Lines Open
<b>12/15/2011</b>	Enrollment Center begins to accept enrollments
<b>12/15/2011</b>	Choice letters mailed to enrollees in GSA-A (New Orleans and Northshore Regions)
<b>2/1/2012</b>	Go-live date for enrollees in GSA-A



# BAYOU Health Rollout

## Phase II

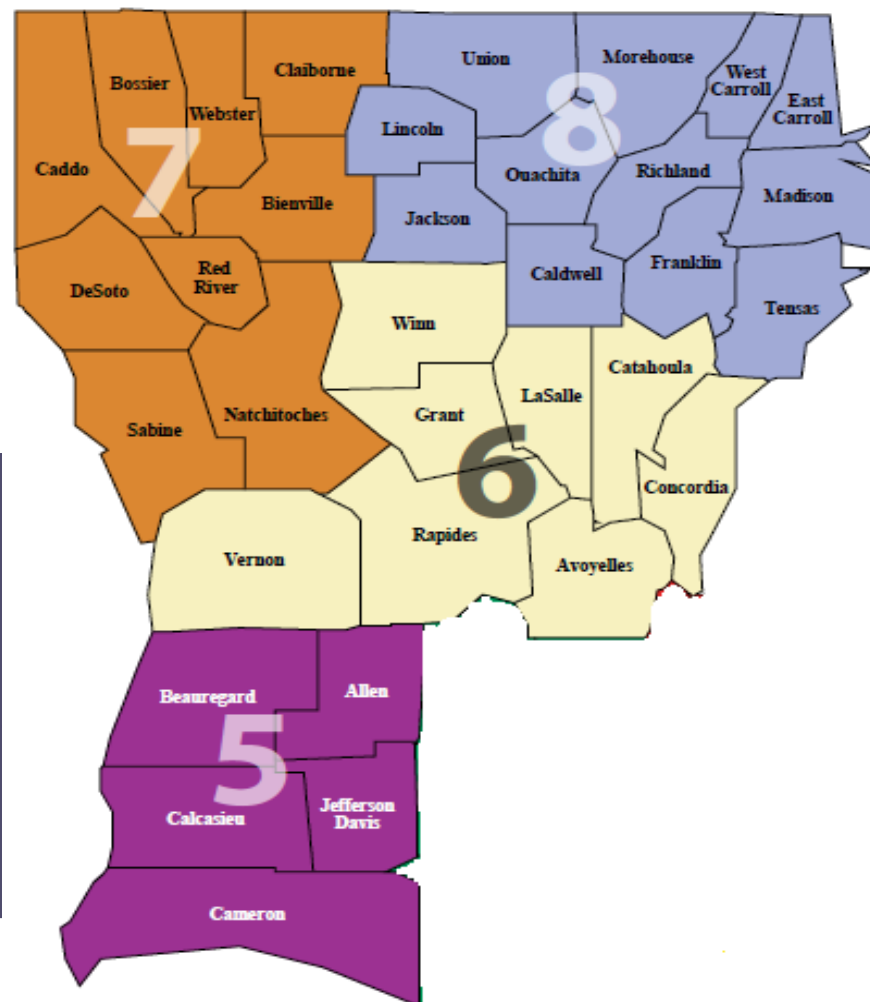
<b>2/15/2012</b>	Choice Letters mailed to enrollees in GSA-B (Capital area, South Central, & Acadiana Regions)
<b>4/01/2012</b>	Go-live date for enrollees in GSA-B



# BAYOU Health Rollout

## Phase III

<b>4/16/2012</b>	Choice Letters mailed to enrollees in GSA-C (Southwest Louisiana, Central and North Regions)
<b>6/01/2012</b>	Go-live date for enrollees in GSA-C





# BAYOU Health Enrollment Process

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## Initial Enrollment Period: The first 30 days

- Enrollment packets are mailed to eligible enrollees in each Geographical Service Area
- Ongoing enrollment packets are mailed daily to newly eligible Medicaid enrollees
- From the date of the mailing, there is a 30 day opportunity for potential enrollees to choose a health plan or choose to stay in Fee-for-Service Medicaid if they are part of the voluntary population
- If potential enrollees do not choose a plan or Fee-for-Service Medicaid, they are assigned to a plan

# BAYOU Health Enrollment Process

## Reminders

- Beginning 6 days after the initial enrollment packet is sent, outbound calls are made to remind and encourage eligible enrollees to make a plan choice.
- Every potential enrollee who has not yet made a choice receives a series of outbound calls until the assignment date.
- Assignment occurs daily 30 days after the Welcome Package mail date.



# BAYOU Health Enrollment Process

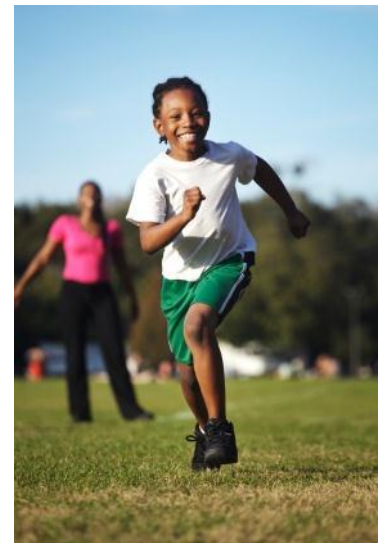
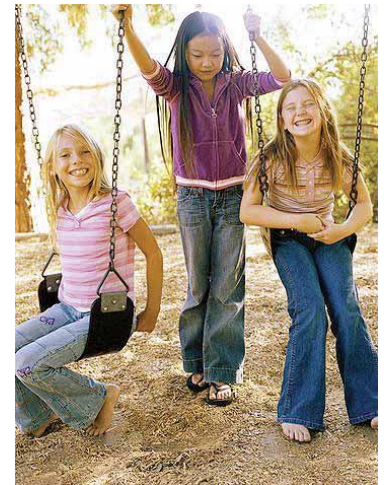
## Auto Assignment

- On a daily basis, all potential enrollees who have exhausted their 30 day enrollment period and have not chosen a health care option are assigned into a health plan.
- The assignment process places eligible enrollees into health plans available in the GSA where they live based on the following criteria:
  - Search for a relationship between a health plan and the potential enrollee, or an enrollee family member starting with the youngest family member
    - *A recent health plan relationship*
    - *Last Community Care PCP if applicable*
    - *Based on 12 months of claims history*
      - *A recent PCP relationship*
      - *A recent specialist relationship*
      - *A recent hospital relationship*

# BAYOU Health Enrollment Process

## Assignments (Continued)

- If there is no health plan identified by using the first two criteria, there is a random assignment round robin to all available health plans.
- All Plan enrollments, except newborns, start on the 1<sup>st</sup> of the month. Newborn enrollments begin on the date of birth. All disenrollments occur on the last day of the month.



# BAYOU Health Enrollment Process

## **Choice Period: The first 90 days**

Members have 90 days after enrolling in a health plan to transfer to another plan of their choice. Members may change plans as many times as they need to within this 90 day period.

## **Continuous Enrollment Period: One year**

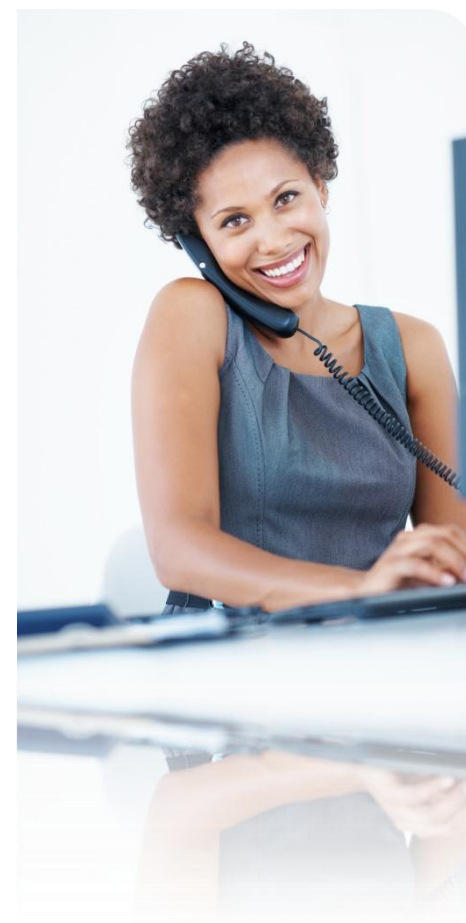
After the 90-day Choice Period has expired, members stay in their health plan until their annual open enrollment period(unless they have a special reason to make a change).



# BAYOU Health Enrollment Process

## There are five easy ways for members to enroll:

1. Enroll by mail by completing the paper form in the welcome packet and sending it to us in the postage paid envelope.
2. Enroll by completing the paper form in the welcome packet and faxing it to BAYOU health, the number will be on the welcome letter.
3. Enroll online at the BAYOU Health website, [www.BAYOUhealth.com](http://www.BAYOUhealth.com).
4. Enroll over the phone, by calling the BAYOU Health toll-free number, 1-855-BAYOU4U (1-855-229-6848) and utilizing the IVR.
5. Enroll over the phone, by calling the BAYOU Health toll-free number, 1-855-BAYOU4U (1-855-229-6848 and speaking with an enrollment counselor.



# How Can YOU Help?

# How Can YOU Help?

- Keeping your office well stocked with BAYOU Health brochures, posters and the health plan comparison chart.
- Asking your clients who have Medicaid or LaChip coverage if they have selected a health plan through BAYOU Health.
- Encouraging your clients to use one of the five easy options to select a health care plan if they have not done so already.
- Encouraging your clients to call BAYOU Health's toll free number for more information 1-855-BAYOU4U (1-855-229-6848) or visit us on the web at [www.BAYOUhealth.com](http://www.BAYOUhealth.com).
- Explaining to your client that if they do not choose, they will be placed in a health care plan they might not like or want and, that they might not be able to see their doctor.
- Encouraging your clients to pay attention to mail from BAYOU Health.



# Questions?

**We would be happy  
to answer any questions.**